Trainer notes

Build Week 1

**Activity 1. Picture yourself as the customer.** You walk in to buy a tennis racquet.

You see one you like but require some additional information. Which store has the ‘competitive edge’ over the other?

**BOB’S SPORTING GOODS**

* ***Quality product***
* ***Reasonable price***
* ***Close to home (Proximity)***
* ***Staff immediately welcomes you to the store***
* ***Staff asks if they can assist***
* ***Staff answers all your questions clearly***
* ***Staff informs you of the return and exchange policy***
* ***Staff makes the sales process easy and quick***

**HILLCREST SPORTS**

* ***Quality product***
* ***Reasonable price***
* ***Close to home (Proximity)***
* ***Sales assistant on the phone with friend***
* ***Other sales assistant cleaning store***
* ***Other customers waiting to be served***

What are the attributes or qualities of any professional? Suggested Answers

♦ Developing the skills to become a professional

♦ Acquiring the knowledge needed

♦ Paying attention to detail

♦ A professional attitude

♦ Strong communication skills

♦ Willingness to continue to learn and develop new skills

♦ Responsible actions and responses within the working environment